

RALEIGH DOWNTOWN FARMERS MARKET

2011 YEAR IN REVIEW



Served as a catalyst for small business economic growth

- Market customers spent over \$141,000 on local agriculture and artisan food products
- Thirty-four season vendors and six guest vendors sold their locally grown and produced products at the market in 2011
- Partnered with numerous downtown businesses in cross-promotional activities including Draft, The Mahler Fine Art, The Pit, buku, and nine other downtown restaurants
- Catered to an average of 1,755 shoppers each Market, or about 47,385 shopping trips over the season
- Shoppers came from 53 different residential zip codes
- Increased the average number of stalls per week by 10% from the 2010 season



Leveraged social media and marketing resources

- Grew our Twitter following over 650%—from less than 100 followers in April to over 765 in October—and hosted the first Market Tweet-up
- Doubled our Facebook fan base—from 688 to 1,376
- Distributed 17 market e-newsletters—over 50,000 individual emails this season, 47% more than in 2010
- Market vendor featured in a national commercial showing footage of the Market
- Distributed over 17,000 pieces of marketing collateral
- Featured guest during the month of May on AM radio station Power 750



Drew record crowds to the market with four exciting special market festivals (and two mini-fests)

- **Spring Fling Kickoff** sprung the market into the new season with jammin' bluegrass music, garden party cupcakes, plein air painters, and local lunches prepared by downtown restaurateurs.
- **Grazefest Pig Pickin'**, a celebration of grass-fed and pasture raised family farm foods, focused on our farmers' products and featured 'farmparty,' a kids EGGstravaganza, the second annual ice cream eating contest, BBQ from the pitmasters of The Pit, and a demonstration by expert Bob Garner.
- **A Taste of Restaurant Week**, a cross-promotional event with Downtown Raleigh Restaurant Week, drew top crowds as nine local chefs offered complimentary bite-sized samples prepared with ingredients from the Market.
- Our first **Tomato Tasting** offered sampled over ten varieties of heirloom tomatoes, and our **Melon Tasting** honored National Farmers Market Week .
- **Honey Buzztival**, a celebration of bees and all things honey, showcased everything from demonstration hives to honey beer samples plus honeylicious tastings, raffles, buzzworthy cooking demos, and a Kidz Bee Bash—they learned to make honey-butter!



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Functioned as a center for arts, culture, education, and community

- Participated in the **Farmer Foodshare Challenge** when, in a single Market day, shoppers and vendors donated over 350 pounds of fresh produce from the Market to hunger relief services
- Supported Inter-Faith Food Shuttle's nutrition and hunger relief efforts by regularly hosting their nutrition education and catering programs and by donating excess produce from the Market day
- Educated and engaged over 150 children through activities such as spring flowerpot planting, Market scavenger hunts, vegetable trivia, Market tours, meet-and-greets with vendors, what's in season guides, games, relays, and more
- Supported over 15 local artists and singers through weekly performances and hosted monthly performances by the North Carolina Opera
- Participated in Hunter Elementary School's "Lunch-In" event, providing local food educational materials and Farmers Market marketing materials to over 100 children and their families
- Strengthened partnerships with the local food community by hosting cookbook signings by local authors, demonstrations and tastings by local food entrepreneurs; showcasing recipes from downtown chefs; working with the NC 10% campaign; and joining in Advocates for Health in Action efforts to promote healthy living
- Hosted 20 different local non-profit organizations and community groups providing them with space to promote and advocate their programs and efforts

farmers market